



INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL ANNUAL CONFERENCE

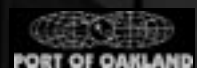
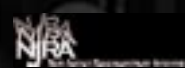
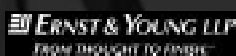
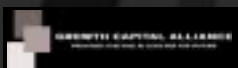


Marriott City Center • **Oakland, California** • September 22-25, 2002

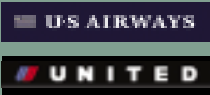
innovation

investment

initiatives



How to get there...



US Airways is offering conference attendees 5% off any fare to and from Oakland, CA. Simply call the US Airways Group and Meeting Reservations Office toll free at 877/874-7687 and reference the Gold File number 80192213 to be eligible for these savings. United Airlines is offering conference attendees 5% off any fare to and from Oakland, CA. Simply call United at 800/521-4041 and reference ID#560XQ. An additional 5% discount is applicable for travel booked 60 days in advance.

Where to stay...



IEDC's 2002 Annual Conference will take place at the Oakland Marriott City Center, located at 1001 Broadway in Oakland, California. We have reserved a limited block of rooms for meeting attendees at the dis-

counted rate of \$142 single/double (excluding tax). In order to receive this special rate, you must make your reservation by Wednesday, August 21. After this date, or when the block of rooms becomes full, reservations will be accepted on a space and rate available basis only. To make reservations, call the hotel directly at 510/451-4000 and let the reservation agent know that you are with the IEDC Annual Conference.

The Oakland Marriott will sell out of rooms. IEDC has arranged for room blocks at several hotels in the vicinity of the Oakland Marriott. For a list of these overflow hotels, visit <http://www.iedconline.org/AnnualConference/hotel.html>.

How to get around in Oakland...



Hertz is the official car rental company of the 2002 Annual Conference. Reservations may be placed through the Hertz Meeting Sales Desk at 1-800-654-2240. When booking reservations through this toll-free number, please reference the Meeting Number 022R0536 or iden-

tify your group by name to our reservationist. For this conference, Hertz has guaranteed that they will offer the lowest Hertz price available – including internet fares – at the time of car rental.

BART, the Bay Area's rapid rail



transit system, has a station located directly across the street from the conference hotel. From there, downtown San Francisco is only twelve minutes and two stops away! Visit the BART website before leaving for the conference and print out a system map to guide you during your stay. For BART information, go to www.bart.gov.

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a message



KURT CHILCOTT



JAY GARNER

from Kurt Chilcott and Jay Garner, IEDC Co-Chairs

2001 was a year never to be forgotten. As with other defining moments in our lives we, and the world, will never forget September 11, 2001

During 2001, there was another, much more positive moment for the economic development profession: the historic merger of the American Economic Development Council (AEDC) and the Council for Urban Economic Development (CUED) into the International Economic Development Council (IEDC). The culmination of this landmark event will take place this September at the first IEDC Annual Conference in Oakland, California.

The IEDC Annual Conference will for the first time bring together the country's economic development leaders to one location to share ideas, learn from our experiences, form new bonds and seek new ways to enhance the economic vitality of our communities. The expanded influence of our new association and the power of our over 4,000 members will ensure an event that no economic developer should miss.

This conference is sure to be the most informative and intellectually stimulating economic development conference in history. We invite you to experience the new format with more content, more practitioners, a greater variety of topics and speakers and increased networking. The three general themes of Innovation, Initiatives and Investment provides everyone with the opportunity to create their own customized event, focusing on your own individual areas of interest rather than following a track. Over 25 sessions are scheduled featuring world-renowned authors, researchers, senior economic developers and government officials as well as the occasional academic or philosopher. These sessions acknowledge and celebrate the diversity of our membership by addressing the multiplicity of urban, rural and suburban topics.

We are pleased to note that at least two of our sessions will present original research. One very special session will not only present research on "What Corporate America Thinks" about economic developers and their effectiveness but will also detail, almost exactly a year later, how economic development has changed since the events of last September. There will also be a unique session on Wednesday morning on "Working with Site Selection Consultants", presented by Site Selection Consultants and followed by an open networking session by all participants. Add fun such as an Oakland A's baseball game, a tour to Napa Valley, a Sunset Cruise on San Francisco Bay and a reception at the Chabot Space and Science Center and we offer you an unrivaled opportunity to learn, network and have fun, all at one event, your Annual Conference.

This Annual Conference will mark the end of our stewardship of the organization. We are proud and honored to have had the opportunity to help guide the merger of two fine organizations for the benefit of the profession and field of economic development. This September begins a new era for our association, a time when IEDC will truly emerge as the One Voice, One Source and One Force for the economic development profession. We invite you to join us in Oakland as we continue to grow and strengthen our professional association and our profession. We look forward to seeing you there.

A stylized, handwritten signature of Kurt Chilcott in black ink.

Kurt Chilcott, CEcD
Co-Chairman of the Board
President & CEO
CDC Small Business Finance Corporation
San Diego, California

A stylized, handwritten signature of Jay Garner in black ink.

Jay Garner, CEcD, CCE
Co-Chairman of the Board
Executive Vice President & Chief
Economic Development Officer
Chattanooga Area Chamber of Commerce
Chattanooga, Tennessee

Thursday, September 19

IEDC Professional Development Training Course

Economic Development Planning*
(8:30 a.m. – 5:00 p.m.)

Friday, September 20

IEDC Professional Development Training Course

Economic Development Planning*
(8:30 a.m. – 5:00 p.m.)

Saturday, September 21

CECd Certification Exam*
(7:30 a.m.)
(see page 19 for CECD details)

IEDC Annual Golf Outing*

Monarch Bay Golf Club

(11:45 a.m.) *Hotel departure time*
(1:00 p.m.) *Tee time*

Oakland A's vs. Texas Rangers Baseball*

Barbeque Terrace

No transportation provided.

Pre-Game Barbeque

(11:00 a.m. – 1:00 p.m.)

Baseball Game

(1:05 p.m.)

Sunday, September 22

CECd Certification Exam*
(8:00 a.m.)

Registration Open in Exhibit Hall
(8:00 a.m. – 6:00 p.m.)

Pre-Conference Workshops*

(9:00 a.m. – 12:30 p.m.)

- Results Oriented Responses to Site Location RFP's
- Arts, Culture and Community Economic Development

Pre-Conference Tour*

Napa Valley

(10:00 a.m. – 5:00 p.m.)

10:00 a.m. – hotel departure time

Pre-Conference Tour*

Emeryville & Berkeley, California

(11:00 a.m. – 5:00 p.m.)

11:00 a.m. – hotel departure time

IEDC Board of Directors Committee Meetings:

(All IEDC Members Welcome)

Education Committee Meeting

(1:30 – 3:30 p.m.)

Certification Committee Meeting

(3:00 – 5:00 p.m.)

Communication, Conference, Membership Marketing & Policy and Issues Committees

(2:00 – 4:00 p.m.)

Exhibit Hall Opening Ceremonies

(3:00 – 5:00 p.m.)

IEDC Section Meetings

(All conference attendees welcome)
(4:30 – 6:00 p.m.)

2002 Annual Conference Co-Chair

Opening Reception

(6:30 – 8:00 p.m.)

6:10 p.m. – hotel departure time
Chabot Science Center

Monday, September 23

Registration Open in Exhibit Hall
(7:00 a.m. – 6:00 p.m.)

Attendees Networking Continental Breakfast in Exhibit Hall
(7:30 – 8:30 a.m.)

Welcome to The Bay Area & Opening Keynote General Session
(8:30 – 10:30 a.m.)

Refreshment Break in Exhibit Hall
(10:30 – 10:45 a.m.)

Concurrent Sessions
(10:45 a.m. – Noon)

- Biotechnology – Still Growing
- Building a Performance Organization
- Measuring Marketing Effectiveness
- New Markets Tax Credits
- The Adaptability of Reuse

Break

(Noon – 12:15 p.m.)

Keynote Luncheon
(12:15 – 2:00 p.m.)

Phone and Message Break
(2:00 – 2:15 p.m.)

Educational Tour*

Oakland's Downtown & Waterfront
(2:00 – 5:00 p.m.)

featured speakers



Philip Angelides
Treasurer
State of California
Sacramento, CA



Mark Drabenstott, Ph.D.
Director
Center for the Study of Rural America
Kansas City, MO



The Honorable Jerry Brown
Mayor
Oakland, CA



Richard Florida, Ph.D.
Founder and Co-Director
Software Industry Center
H. John Heinz III
Professor of Regional Economic Development
Carnegie Mellon University
Pittsburgh, PA



Robert Bobb
City Manager
Oakland, CA



Jay Garner, CECD, CCE
Executive Vice President & Chief Economic Development Officer
Chattanooga Area Chamber of Commerce
Chattanooga, Tennessee



Robert E. Lang, Ph.D.
Director
Virginia Tech Institute for Metropolitan Research
Alexandria, VA



Kurt Chilcott, CECD
President & CEO
CDC Small Business Finance Corporation
San Diego, CA

Concurrent Sessions (2:15 – 3:45 p.m.)

- Business Retention & Expansion
- Public/Private Partnerships in High Tech Development
- Rural Communities & Their Workforce
- Transit Oriented Development
- Trends in Transportation

Refreshment Break in Exhibit Hall (3:45 – 4:15 p.m.)

Keynote General Session: The Enterprise Facilitation Approach to Economic Development
(4:15 – 5:15 p.m.)

Concurrent Dinner Events*

(6:30 – 10:00 p.m.)

6:15 p.m. – hotel departure time for both events

- IEDC Recognition Dinner
- Taste of the Bay Sunset Dinner Cruise – California Hornblower

Tuesday, September 24

Registration Open in Exhibit Hall
(7:00 a.m. – 6:00 p.m.)

CEcD Q & A Session
(7:15 – 8:15 a.m.)

IEDC New Member and Non-Member Breakfast
By Invitation Only
(7:15 – 8:30 a.m.)

Attendees Networking Continental Breakfast in Exhibit Hall
(7:30 – 8:30 a.m.)

Keynote General Session
(8:30 – 10:30 a.m.)

Refreshment Break
(10:30 – 10:45 a.m.)

Concurrent Sessions (10:45 a.m. – 12:15 p.m.)

- Brownfields & Redevelopment
- E-Commerce & Rural Development
- Incentives
- Suburban Revitalization
- Telecommunications

Break (12:15 – 12:30 p.m.)

Defining Issue Lunch*

The Double Bottom Line in 2002
(12:30 – 2:00 p.m.)

Utility Economic Development Association Lunch*

By Invitation Only
(12:30 – 2:00 p.m.)

Break (2:00 – 2:15 p.m.)

Educational Tour*

Oakland's Neighborhoods and Major Development Sites
(2:00 – 5:00 p.m.)



Concurrent Sessions (2:15 – 3:30 p.m.)

- Leveraging the Internet
- Regional Cluster Strategies
- Successful Rural Development Strategies
- The Politics of Economic Development
- Who's Hiring Whom?

Refreshment Break (3:30 – 4:00 p.m.)

General Session
Straight Talk From Corporate America: Executives Reveal Best Places and Practices
(4:00 – 5:15 p.m.)

State Economic Development Associations' Meeting
(5:00 – 6:00 p.m.)

IEDC Gala Awards Reception
(6:00 – 8:00 p.m.) Exhibit Hall

Wednesday, September 25

Registration Open in Exhibit Hall
(7:00 – 9:00 a.m.)

AEDO Information Session
(7:15 – 8:15 a.m.)

California Debt & Investment Advisory Commission Seminar*
(8:30 a.m. – 4:30 p.m.)

General Session
Working With Site Consultants: Building an Effective Partnership
(8:30 – 10:30 a.m.)

Site Consultants Networking Coffee
(10:30 – 11:30 a.m.)

IEDC Board of Directors Meeting
(10:30 a.m. – 1:00 p.m.)

***Events that require a fee beyond basic registration cost**



Marie-Christine Pence
Project Manager
Cinergy/PSI
Plainfield, IN



David A. Sampson, Ph.D.
Assistant Secretary of Commerce for Economic Development
United States Department of Commerce
Economic Development Administration
Washington, DC



Ernesto Sirolli, Ph.D.
Author & Founder
The Enterprise Facilitation Approach to Economic Development
The Sirolli Institute
St. Paul, MN



Jim Spanfeller
President & CEO
Forbes.com
Burlingame, CA



Audrey Taylor
President
Chabin Concepts, Inc.
Chico, CA



Rick L. Weddle, FM
President & CEO
Greater Phoenix Economic Council
Phoenix, AZ

a message from

Mayor Jerry Brown, City of Oakland



The City of Oakland is gearing up to host IEDC's National Economic Development Conference this September 22-25,

2002 at the Oakland Convention Center. You will have an opportunity to experience first-hand one of America's most dynamic urban centers.

Oakland enjoys a perfect location for companies whose success depends on the ability to move goods and ideas quickly and seamlessly over air, water, land or cyberspace. The city has the fourth largest container port in the U.S. (and among the top 25 in the world), a fast-growing international airport, a vast inter-modal network, and one of the nation's most extensive fiberoptic networks.

Rated by *Forbes* as the 8th best place for business in the U.S., Oakland has attracted hundreds of new companies and more than 10,000 new jobs over the past three years. Investment is at an all-time high with more than 60 major development projects and an increase in property values measured at four billion dollars.

Consistently ranked among America's top 25 cities by *Money* magazine, Oakland is a great place to live, work, visit and do business. But, don't just take our word for it – come visit Oakland this September.

Jerry Brown
Mayor of Oakland, California

Sunday Morning Pre-Conference Workshops*

September 22, 9:00 a.m. – 12:30 p.m.

Results-Oriented Responses to Site Location RFPs

Effectively responding to site location RFP's is both an art and a science. Fortunately, both can be learned and this session will provide the site location consultant's perspective on what is and is not an effective response to RFP's. But, it does not stop there. What happens when the response generates another request for information? This focused workshop will send you home ready to respond.

Arts, Culture and Community Economic Development

This seminar will explore case studies of how arts and culture not only stimulate community imagination, but foster economic involvement, entrepreneurship and an improvement in the community's quality of life. Many communities have used arts and culture as a catalyst for other economic development; almost all communities have the potential to do so. Join us at Artship on the Oakland waterfront for this insightful "how to" approach to arts and culture economic development.

Transportation will be provided.

**These workshops are extra fee events.
See Registration form.*

Sunday Afternoon Sections

September 22, 4:30 – 6:00 p.m.

Business Finance

This Section promotes the use and understanding of economic development financing such as equity capital, bank and government financing programs. It covers such topics as revolving loan funds, SBA 504 programs, micro loans and New Markets Tax Credits.

Community Development

This Section covers issues and opportunities associated with neighborhood-level efforts including commercial revitalization, low-income entrepreneurship, finance trends, and empowerment zones/enterprise communities.

Consultants

This Section provides a roundtable for the consultants who serve the economic development community. It serves as a vehicle for consultants to articulate their needs to IEDC and for IEDC to provide consultant resources to its members.



Downtown Development

This Section targets commercial revitalization, including retail development, tax assessment/business improvement districts, and the location of federal/state government facilities. It looks at tax increment financing and studies the role of the other major players in downtown development such as hospitals, universities, and back-office operations.

International

The International Section provides information, resources and support to help communities take advantage of opportunities presented in the global market. This committee is responsible for developing and overseeing the Interprise program and other initiatives with IEDC's international strategic partner, the International Network of Economic Developers, to promote trade and other international ventures.

Redevelopment and Reuse

This Section brings together experts involved in redevelopment and reuse issues covering the range of projects from military base reuse to brownfields to greyfields.

Regional

This Section examines the role of regional groups in economic development. Such groups typically cut across city, county and even state lines in order to present a large, recognizable region to site consultants and their clients, visitors, and others. The focus is on marketing but is not limited to it.

Rural

The rural Section has an important role to play as a vehicle to articulate and promote rural issues in IEDC's conferences, newsletters and other services. It identifies and highlights the differing needs and approaches to economic development in rural areas.

State Agency

This Section brings together members who work at state agencies to discuss issues of common concern from a common vantage point. State incentives, marketing and financing programs are included and the participants' ability to articulate the state's view will provide an important perspective in this arena.

Technology and IT

This Section examines the issues of technology commercialization and development and the growing role that telecommunications and telecommunication companies play in economic development.

Urban

This Section embodies all of those issues uniquely urban. From the smallest city to major metropolis, the difference is more in scale than in issue. Sharing the broad variety of approaches to strengthening the diversity and quality of the urban economy is the mission of this section.

Utility

This Section provides a forum for gas, electric, and phone utility development professionals as well as railroads, including both public as well as investor owned providers.

University Professionals

The purpose of this Section is to advance the role of higher education in the process and practice of economic development. This section documents and promotes the growing role of universities in economic development in all of their manifestations, community development, entrepreneurship, technology transfer as well as research and student education. Its purpose is also to recognize the growing number of university based economic development professionals.

Workforce Development

This Section addresses the challenges and opportunities presented by current labor and skill shortages. Topics such as workforce investment boards, industrial clusters, brain drain, gaining a technology workforce and partnerships with educational intermediaries will be included.

Welcome to the Bay Area & Opening Keynote General Session

September 23, 8:30 – 10:30 a.m.

Buried in the arcane and often mind-numbing minutiae of the U.S. Census is the knowledge of not only seeing where we have been but quite possibly where we are going. Trends of income, aging, population movements, and education attainment affect us every day. This noted researcher

and author will reveal for us the secrets of the census and what they predict for economic development.

Monday Morning Concurrent Sessions

September 23, 10:45 a.m. – Noon

Biotechnology – Still Growing

Who are the nation's leading biotech centers? Which metro areas are pulling ahead in the race to generate new biotech activity and what have some of their critical success factors been? The expert author of a recent report by the Brookings Institution details the findings and answers your questions.

Building a Performance Organization

This session presents participants with a model for determining the operational effectiveness of an organization. This model clarifies the elements of a high performance organization such as structure, staffing and planning and it will show that by assessing each of these elements, an organization will identify areas for improvement while reinforcing areas of strength. This session also includes a case study of how one economic development organization radically changed itself to meet the new realities of the marketplace.

Measuring Marketing Effectiveness

Original research as well as anecdotal evidence on a variety of media and their effectiveness in economic development marketing, including advertising and direct mail, will be presented during this session. An economic development marketing manager and a publisher of a major economic publication will share their perspectives. Discover what works in successful economic development marketing.

New Markets Tax Credits

Huge potential, much anticipation – but, will it work? How? What has and is happening with this program? This session brings you up-to-date on the legal, operational and regulative status of the New Markets Tax Credits program.

The Adaptability of Reuse

Imagination combined with Investment and Innovation = Dramatic Projects. This panel will detail the process; design and financing of several spectacular residential, commercial and industrial reuse projects. You have to bring your own imagination.

Monday Afternoon Concurrent Sessions

September 23, 2:15 – 3:45 p.m.

Business Retention & Expansion

Everybody does it but are you doing it right? Probably not says a research group who has just completed a year long research project on the effectiveness of business retention programs in the United States and Canada – Business Retention and Expansion: Results and Outcomes. This session will provide you with an alternative approach for a successful retention and expansion program that is more client-driven and focused on the perspective of the client or business. Case studies utilizing the new model and their significance for economic development organizations and professionals will be discussed.

Public/Private Partnerships in High Tech Development

High Tech projects often are High Cost projects. Even in lean times it is still possible for the public sector to leverage private investment in the financing, development and promotion of high tech projects. This panel will review examples, large and small, of unique development partnerships with public, private and academic institutions throughout the country.

Rural Communities & Workforce

Re-attract former residents, retain the existing workforce and prepare for the next generation of employers. Explore techniques such as job sharing as an effective tool in providing an efficient workforce. This presentation will show you how you can tap into resources you probably already have and apply these principles in your own community.

Transit Oriented Development

Has transit oriented development fulfilled its promise? A number of communities say yes. It can reduce congestion and create high quality development if planned and implemented carefully, as exemplified by the Fruitvale Transit Village. Expert analysis of the results and trends and case studies will be the material of this panel.

Trends In Transportation

The economic impact of highway investments is changing. The traditional methods of moving raw materials and finished products are changing. New partnerships are being formed, intermodal facilities are replacing traditional terminals; providers are consolidating. If your economic development plan includes retaining or attracting manufacturing or processing firms, you need to hear what the presenters in this session have to say.

Monday Afternoon Keynote General Session

September 23, 4:15 – 5:15 p.m.

The Enterprise Facilitation Approach to Economic Development

Enterprise Facilitation is based on the principles that big, modern and expensive is not necessarily the only way to approach economic development and that if people don't ask for help, they should be left alone. This non-traditional, innovative program works to revitalize urban and rural economies one person at a time. According to its advocates, it helps communities build prosperity by first helping people recognize their talents and business passion, then providing the support to help them turn dreams into reality.

Tuesday Morning Keynote General Session

September 24, 8:30 – 10:30 a.m.

The "New" economy of the 1990's brought a higher focus on what were termed by our speaker as the "3 T's of economic development: Technology, Talent and Tolerance."

Was this a 90's kind of thing or are the patterns continuing in the current economy? Are talented people the key to the economic success of a community or a region?

Tuesday Morning Concurrent Sessions

September 24, 10:45 a.m.–12:15 p.m.

Brownfields & Redevelopment

Unique and award winning projects will be the focus of this session on Brownfield successes. From golf courses to the 2001 Brownfields Phoenix Award Winner, presenters will detail how they got from brownfields to green \$\$'s and brought key parcels back into productive use.

E-Commerce and Rural Development

E-Commerce may be a key to overcoming the limitations of both size and distance faced by many rural communities. Hear how your community can benefit from tapping the e-commerce resource, both from a communications and an infrastructure perspective.

Incentives

Over 50% of our membership cited business incentives as an important topic that should be addressed at our conferences. Do incentives make a difference? Are they effective in business attraction? Are they good public policy? Discover from these experts what you want to know about incentives.

Suburban Revitalization

Aging suburbs face the challenge of redeveloping underutilized sites. This session presents case studies on several approaches to achieve community and economic development goals while maintaining community character.

Telecommunications

From Tauzin-Dingell to the collapse of the fiber market, the telecommunications industry has seen huge changes. How does this impact communities, large and small? What strategies and tactics are towns using to achieve their telecommunications goals? How do telecommunication companies see the future? This session will provide the answers.

Tuesday Afternoon Concurrent Sessions

September 24, 2:15 – 3:30 p.m.

Leveraging the Internet

Non-traditional advertising, databases, email, e-commerce and dynamite web pages: the Internet is the fastest growing economic development marketing tool. This session will focus on the latest, trendiest and most effective uses of the "Net."

Regional Cluster Strategies

Understanding the dynamics of regional economies, the clusters that serve them and how to focus resources where they are most effective are the lessons of this session. Think regionally and collaborate!

Successful Rural Development Strategies

Can population shifts away from rural areas be reversed? Can rural economies diversify from their dependence on agriculture and manufacturing? Creating a competitive advantage in rural areas will require very different approaches. This session will provide the ideas!

Who's Hiring Whom?

What kind of experience and primary skill sets are communities looking for when they hire economic developers? When the offer is extended, what should you ask and what must you know before saying yes? This session will give you critical information to further your career development.

The Politics of Economic Development

Have you ever tried to apply knowledge from your economic development training, only to be blindsided by the politics inherent in the project? This session will address, in particular, the local politics surrounding the economic development profession. For an economic development professional, there is not a single project or program that comes up where politics is not the factor in their possible implementation and success. Find out how to accomplish your goals, even with looming red tape obstacles to overcome.

Tuesday Afternoon Keynote General Session

September 24, 4:00 – 5:15 p.m.

Straight Talk From Corporate America: Executives Reveal Best Places and Practices

If you have ever wondered what Corporate America really thinks about the economic development world, you won't want to miss this session. The findings of a major survey of corporate executives with site location responsibilities will be made public at this session. Executive perceptions of the best regions/states for investment, the best marketing practices as well as the best website design will be revealed. These findings will be compared with the results of previous executive surveys to exhibit key trends. And for the first time, corporate executives' perceptions of "what works" will be contrasted with the perceptions of senior economic development executives – along with an assessment of their "deal flows" and "prospect pipelines" one year after the tragic events of September 11, 2001.

Wednesday Morning General Session

September 25, 8:30 – 10:30 a.m.

Working With Site Consultants: Building an Effective Partnership

All good relationships change and evolve. Site location consultants and economic developers, faced with constantly changing project and industry dynamics, need to constantly renew their working relationship to ensure success. This session will detail the best practices in communicating with consultants; creating effective events and showcases; responding to RFP's; and data standards. This session will be followed by an opportunity for you to network with site location consultants.

additional speakers

Ronnie L. Bryant,
CEcD
President & COO
Pittsburgh Regional
Alliance
Pittsburgh, PA

Eric Canada
Partner
Blane, Canada
Wheaton, IL

Joe Cortright
Economist
Impresa Inc.
Portland, OR

Robert E. DeRocker
Executive Vice President
Development
Counsellors International
(DCI)
New York, NY

Gene DePrez
*National Director,
Global Location
Strategies*
PricewaterhouseCoopers
LLP
Florham, NJ

Hal Fairbanks
Project Manager
Historic Restoration Inc.
New Orleans, LA

Vernon George
President
Hammer Siler George
Associates
Silver Spring, MD

Dr. Jason Henderson
Economist
Center for the Study of
Rural America
Federal Reserve Bank of
Kansas City
Kansas City, MO

Joan Jorgenson
President
Joan Jorgenson
Consulting
Annapolis, MD

Ron Kysiak
Executive Director
Evanston Inventure
Evanston, IL

Greg LeRoy
Director
Good Jobs First
Washington, DC

Andrew T. Levine
President
Development
Counsellors International
(DCI)
New York, NY

Diane Lupke, CEcD
President
Lupke & Associates
Indianapolis, IN

Ioanna Morfessis, Ph.D.
President & CEO
Greater Baltimore
Alliance

Richard Mulligan,
CEcD
President & CEO
City of Mesa
Mesa, AZ

Kathleen Regan
*Vice President, Business
Development*
Burlington Northern
Santa Fe Railroad
Company
Ft. Worth, TX

Doug Rothwell
President & CEO
Michigan Economic
Development
Corporation
Lansing, MI

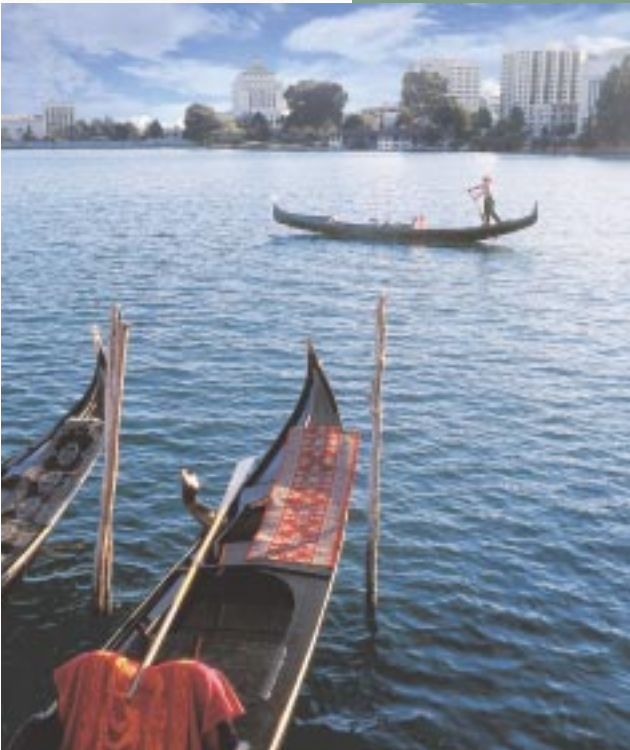
Len Scaffidi
Publisher
PS&P
Magazine/Bizsites.com
Cahners Business
Information
Greensboro, NC

Charles Shorter
Principal
Ernst & Young LLP
New York, NY

Gaye Stockman, CEcD
*Business Retention &
Expansion Program
Manager*
Wyoming Business
Council
Cheyenne, WY

Anatalio Ubalde
Chief Operating Officer
GIS Planning
Berkeley, CA

Glen Weisbrod
President
Economic Development
Research Group
Boston, MA



host committee

Marie Allen
Director of Sales
Oakland Convention &
Visitors Bureau

Manette Belliveau
Executive Director
Oakland Convention &
Visitors Bureau

Omar Benjamin
*Director of Commercial
Real Estate*
Port of Oakland

Clint Bolden
former Deputy Director
City of Oakland
Community & Economic
Development Agency

Simon Bryce
*International Trade & Protocol
Coordinator*
City of Oakland
Community & Economic
Development Agency

William Claggett
Executive Director
City of Oakland
Community & Economic
Development Agency

Joe Haraburda
President & CEO
Oakland Metropolitan
Chamber of Commerce

Gregory Hunter
Assistant to the Director
City of Oakland
Community & Economic
Development Agency

Bruce Kern
Executive Director
Economic Development
Alliance for Business

Bill Lambert
*Economic Development
Manager*
City of Oakland
Community & Economic
Development Agency

Jim MacIrvine
Special Events Coordinator
City of Oakland

Sunne Wright McPeak
President & CEO
Bay Area Council

Ed Reiskin
Office of the City Manager
City of Oakland
Community & Economic
Development Agency

Rosie Rios
*Director of Economic
Development &
Redevelopment*
City of Oakland
Community & Economic
Development Agency

Samee Roberts
Marketing Manager
City of Oakland

Todd Willis
*Economic Development
& Public Policy Director*
Oakland Metropolitan
Chamber of Commerce

experience Oakland and the Bay Area

To register for these events, please use the registration form on page 23 of this brochure. Or register on-line at www.iedconline.org/AnnualConference/home.html. Events for which there is an extra charge beyond the basic registration fee are denoted with an asterisk (*). All extra fee events have limited availability.

Register now!

Saturday, September 21

IEDC Golf Outing Monarch Bay Golf Club*

(11:45 a.m.) – Hotel departure time

(1:00 p.m. tee time)

Cost \$75.00 per person before 08/02/02;

\$100.00 per person after 08/02/02

Transportation will be provided.

Monarch Bay Golf Club in San Leandro is a links type layout, which boasts the Tony Lema Championship Course, the second- longest par 71 in California. Originally built 20 years ago on a closed landfill, the course underwent a privatization program and more than \$8 million in improvements during the past two years. The course is located at the Marina in San Leandro with sweeping views of San Francisco bay. The original designer is Billy Bell, designer of Torrey Pines in San Diego. According to Ron Walker, TravelGolf.com writer, after its renovations, "Monarch Bay can now fly proudly amongst some of California's best public access courses."

Oakland A's Baseball Game on the Barbecue Terrace*

Pre-Game Barbecue

(11:00 a.m. – 1:00 p.m.)**

Baseball Game

(1:05 p.m.)**

Cost \$35 per person before 08/02/02;

\$55 per person after 08/02/02

No transportation will be provided for this event.

Begin your afternoon with a private pre-game barbecue on the Barbecue Terrace, located near the left-field foul pole. You will enjoy an exclusive area from which to watch the Oakland A's battle the Texas Rangers. But, watch out, you're in prime home run territory!

** For directions and transit information to and from the Network Associates Coliseum, visit the A's website at www.oaklandathletics.com. Or, take BART! From the City Center station directly across the street from the hotel, you can catch the Richmond-Fremont Line (orange) to the Coliseum/Oakland Airport station – only a 10-minute ride!

Sunday, September 22

Co-Chair Opening Reception Chabot Space & Science Center

(6:30 – 8:00 p.m.)

(6:10 p.m.) – Hotel departure time

Transportation will be provided.

At Chabot Space & Science Center, the universe is yours to experience. Set amid 13 trail-laced acres of East Bay parkland, with glorious views of San Francisco Bay and the Oakland foothills, Chabot is a hands-on celebration of sights, sounds and sensations.

Monday, September 23

Concurrent Dinner Events

(6:30 – 10:00 p.m.)

(6:15 p.m.) – Hotel departure time

Transportation will be provided for both dinner events.

IEDC Recognition Dinner*

Cost \$100.00 per person

The IEDC Recognition Dinner honors those who have contributed the most to the economic development profession over the past year, and for a lifetime. Honors to be conferred include the Edward DeLuca Lifetime Achievement Award, the Howard Roepke Award, the Leadership Award for Public Service, the New Economic Developer of the Year, the Citizen Leadership Award, the Richard Preston Award and the Chairman's Award for Excellence in Economic Development.

Taste of the Bay Sunset Dinner Cruise*

Cost \$85.00 per person before

08/02/02; \$140.00 after 08/02/02

Experience the ultimate networking opportunity or just a chance to relax and enjoy the ride. Cruise spectacular San Francisco Bay with dinner, music, conversation and unmatched views of Alcatraz, the Golden Gate Bridge and the skylines of Oakland and San Francisco. Join us aboard the California Hornblower, the Bay's most modern tour ship.

Tuesday, September 24

Defining Issue Lunch*

(12:30 – 2:00 p.m.)

Cost \$35.00 per person before 8/02/02;

\$55.00 per person after 8/02/02

Philip Angelides, treasurer for the state of California, will discuss his economic development initiative, the "Double Bottom Line." Mr. Angelides, a strong proponent of smart growth, has created an aggressive program that utilizes billions of dollars in retirement system funds to leverage real estate development in California's urban communities, among other approaches. This initiative could be a model for many other states to bolster their economic development activities.

***Events that require a fee beyond basic registration cost**



educational tours

UEDA Lunch*

Utilities & Economic Development
(12:30 – 2:00 p.m.)

This is a special extra fee luncheon forum discussing industry challenges and opportunities. This special section meeting is focused on electric, gas, rail, telecommunications, and other utilities. The Utility Economic Development Association (UEDA) and the American Public Power Association's Economic Development Committee organized this luncheon. The cost is \$36.00 per person. To reserve a place for this event, contact Jim Gleba at (202) 872-3160 or email jrgleba@pepco.com.

Do not use the conference registration form for this special event.

IEDC Gala Awards Reception

(6:00 – 8:00 p.m.)

IEDC's professional economic development awards recognize excellence in the economic development profession. These prestigious awards honor individuals as well as programs, partnerships, and promotional efforts that have created positive change in urban, suburban and rural communities. Join us in recognizing the achievements of your colleagues during the awards presentation. Share in their excitement and congratulate them during the reception... did we mention networking?



To register for these Educational Tours, please use the registration form on page 23 of this brochure.

Or register on-line at
www.iedconline.org/AnnualConference/home.html.

Each of the Educational Tours requires an extra charge beyond the basic registration fee. These tours will have limited availability.

Register now!

Sunday, September 22

Napa Valley*

(10:00 a.m. – 5:00 p.m.)

10:00 a.m. – Hotel departure time

Cost: \$60.00 per person by 8/02/02;

\$80.00 per person after 8/02/02

Lunch included.

Transportation is provided.

A delight for the senses, this tour has it all. A visit to Bouchaine, the oldest continually operated winery in the Carneros area of Napa and a visit to COPIA: The American Center for Wine, Food & the Arts.

Bouchaine was founded in 1981 and is dedicated to the production of premium Burgundian varietal wines. Bouchaine owns 104 acres of vineyard property in the Carneros region of Napa Valley. The winery completed an extensive renovation in 1995, modernizing the cellars while retaining the trademark open-top concrete fermenters that are the "heart and soul" of Bouchaine's Pinot Noir production. Original redwood tanks from the early 1900s were recycled as siding for winery buildings. Bouchaine received numerous awards from Napa Valley historic and architectural organizations for its new winery. A fireplace warms the cozy tasting room, and a deck and terrace beckon with dramatic views of the vine-covered rolling hills of Carneros.

Founded by legendary vintner Robert Mondavi and his wife Margrit Biever Mondavi, COPIA is a cultural museum and educational center dedicated to exploring the distinctively American

contribution to the character of wine and food in close association with the arts and humanities, and to celebrating these as a unique expression of the vitality of American life, culture and heritage. COPIA is a 501(c)(3) not-for-profit organization named for the Goddess of Abundance and is located in the town of Napa, CA.

Emeryville & Berkeley, California*

(11:00 a.m. – 5:00 p.m.)

11:00 a.m. – Hotel departure time

Cost \$50.00 per person before 8/02/02;

\$70.00 per person after 8/02/02

Transportation and lunch are provided.

This tour takes us to two of the many unique and dynamic communities in the Bay Area. The transformation of Emeryville from an obsolete industrial city into a center of technology, research and development, offices, and retail has gained amazing momentum in the past three years. While much of the development is new construction, many attractive older warehouses and industrial buildings are being rehabilitated for offices. New commercial development that is in the planning phase, under construction, or completed includes more than 3.6 million square feet of office space, approximately 830,000 square feet of retail space and approximately 488 hotel rooms. The city, with the redevelopment agency and private developers has been redeveloping brownfields for 12 years. The strategies that the city of Emeryville has used for overcoming burdens to brownfields redevelopment are a complete and pioneering program that addresses brownfields issues at every level – technical, financial, and institutional. From Emeryville, the tour moves to Berkeley and a tour of the Pyramid Brewery. Learn about distinctive ales and lagers and the brewery's impact on the local economy and entertainment scene. Waist-to-ceiling glass windows separate the Alehouse from the Brewhouse offering dramatic "tableside" views of Pyramid's brewers at work. If you are looking for a bite to eat, this is the place. It is then on to Takara Sake USA, Inc., a truly unique place. Developed originally for the Imperial Court of Japan over 200 years ago, it has been brewed locally since 1978. This spacious Japanese-style tasting room offers samples

of a surprisingly wide range of sake and plum wine products for us to enjoy. This is America's largest sake brewery and producer of America's No. 1 selling sake, Sho Chiku Bai. Takara Sake also features the Sake Museum. The last stop is the Berkeley Arts District, an urban, eight-cornered intersection, known as a cultural destination and theater district. This area is filled with theaters, arts organizations and diners. The city committed over \$5 million in assistance, which matched over \$30 million in private investment on many projects including the Berkeley Repertory Theater and the Aurora Theater. New arts uses and construction activity have changed the face of Berkeley. The city has commissioned 12 public art panels and over 100 poems (edited by former U.S. Poet Laureate Robert Hass) to be integrated into the sidewalks along Addison Street. Berkeley is creating one of the more interesting and diverse concentrations of arts uses in the country and people are taking notice. A recent issue of Urban Land Magazine ran a feature article about Berkeley's effort as "arts-led revitalization."



Monday, September 23 **Oakland's Downtown & Waterfront***

(2:00 – 5:00 p.m.)

2:00 p.m. – Hotel departure time

Cost \$35.00 per person before 8/02/02;
\$55.00 per person after 8/02/02

Transportation is provided.

Take a tour of downtown and the waterfront, starting with a walk through Old Oakland, once the western terminus of the Continental Railroad, to view one of America's greatest collections of commercial Victorians. Here you will see successful applications of redevelopment efforts at historic renovation, housing development, and commercial tenant recruitment. Continue the walk one block north to view the glittering Shorenstein office tower, the new civic center, the meticulously restored Rotunda building, listed on the National Register of Historic Places, and the Fox Theater Facade, winner of the California Art Deco Society Award. Then, board a shuttle to one of the hottest development areas in California. Oakland's waterfront has it all. You'll watch some of the largest cranes in the world move international cargo into the fourth-largest port in the country. We'll stroll through sensational Jack London Square past dozens of restaurants with a variety of cuisine, a world-class jazz club, cinema multiplex, and luxury lofts filled with urban pioneers and aspiring entrepreneurs and artists. Experience the transformation of a neighborhood that is both the heart of Oakland's industrial past and its dynamic new nightlife.

Tuesday, September 24 **Oakland's Neighborhoods and Major Development Sites***

(2:00 – 5:00 p.m.)

2:00 p.m. – Hotel departure time

Cost \$35.00 per person before 8/02/02;
\$55.00 per person after 8/02/02

Transportation is provided.

Sample the international flavors of America's most diverse city on a bus tour of our vibrant neighborhoods. We begin our drive along Lake Merritt for an exterior glimpse of the \$44 million Essex at Lake Merritt luxury residences; then over to Eastlake, an eclectic and active marketplace of goods and services. The Eastlake Main Street program is providing organizational tools to revitalize the area. Then, we will head over to take a brief look at the Port of Oakland's Oak to 9th Street development site before heading south along the booming I-880 corridor, driving past the Network Associates Coliseum, the new Zhong Technologies corporate campus, and the Rainin Instruments worldwide production facility. We will also take a look at the Oakland International Airport expansion and elaborate new gateway streetscape project, stopping for a brief walk-through of the state-of-the-art Just Desserts bakery, where a delectable dessert will be yours to savor all the way back to the conference! The tour will then proceed to the \$80 million Fruitvale Transit Village, a national model for transit-oriented development, located in the bustling Fruitvale District, a virtual cornucopia of cultures! The next stop on our world tour is the upscale Rockridge district located near the Berkeley border. Home to European-style open-air markets, distinctive architecture, and scores of great restaurants and cafés, Rockridge is also one of Oakland's most fashionable shopping districts. As we wind up our journey, we will make a brief stop to view the amazing rebirth of the fire ravaged Oakland hills a decade after the devastating 1991 firestorm that claimed more than 3,000 residences. Like a phoenix, the beautiful area has emerged stronger than ever!

***Events that require a fee beyond basic registration cost**

Chairman's Club

Ernst & Young LLP's Real Estate Advisory Services (REAS) practice, a professional services industry leader, delivers exceptional advisory services to clients, helping each achieve superior results by aligning real estate holdings and operations with business and operating strategies. REAS applies proven methodologies including financial, economic and business analytics to help clients accelerate planning, initiate implementation and realize value. REAS clients include: private corporate users of real estate; owners and investors; capital providers; operators and developers; government agencies at the Federal, State and local levels; and nonprofit entities.

Growth Capital Alliance (GCA) is a 501 C6 organization that brings together venture capitalists, economic development agencies and small businesses dedicated to providing emerging businesses the funding they need to grow. GCA is an advocate of the Certified Capital Company program (CAPCO), a proven economic development tool designed to make investments in entrepreneurial companies, ultimately creating jobs and expanding the tax base in participating states. For additional information on GCA or the CAPCO program, visit www.growthcap.org.

National Community Development Services, Inc. (NCDS) is one of the country's most successful fundraising firms. Specializing in assisting clients whose primary funding source is the local community, NCDS has created and managed more than 600 income development campaigns, raising over \$500 million.

President's Club

Bank of America offers unmatched expertise in community development lending and investment. With a historic 10-year, \$350 billion commitment to community development banking, Bank of America works to revitalize neighborhoods, develop affordable housing, build small businesses and provide access to capital and credit for low- and moderate-income and minority individuals, families and communities. The bank works through alliances with national and local nonprofit organizations to reach underserved marketing – in both urban and rural areas – across its coast-to-coast franchise.

Development Strategies (DSI) provides research, planning, and counseling in the fields of real estate, community, and economic development. Its clients are in the corporate, institutional and public sectors. DSI's services include economic/fiscal impact assessment; market research; strategic planning; development capacity analysis and projections of land/building absorption; redevelopment and revitalization; development feasibility and incentive; highest and best use; litigation support; venture structuring; and real estate appraisal.

RKG Associates Inc. (RKG) is a leading national consultant in the areas of planning, economic development, and real estate advisory services. The firm has applied its expertise in economic analysis to real estate development and redevelopment projects through the US toward the primary goal of attracting private sector investment and job creation. The firm provides a comprehensive range of services to governmental, corporate, and institutional clients in the areas of: downtown revitalization; business park development; strategic planning; economic and fiscal impact analysis; development feasibility analysis; urban redevelopment; brownfield redevelopment; transportation economics; waterfront development; real estate market research; and other management services.

Platinum

The **Burlington Northern Santa Fe Railway** operates one of the largest railroad networks in North America, with 33,000 route miles covering 28 states and two Canadian provinces. Making this network accessible is the BNSF Economic Development team. We are committed to working with you, our economic development partners, to create growth and increase prosperity in the communities that we serve. Our commitment to supporting your goals, creating value, and eliminating barriers is reflected in the services, equipment, staff and state-of-the-art support available to you through our transportation network. Together, we can take economic development to the next level.

CDC Small Business Finance is a not-for-profit organization committed to serving the capital needs of small businesses in San Diego, Orange, Riverside and Imperial counties. It is the largest of over 260 Certified Development Companies nationwide, working with the U.S. Small Business Administration to provide low-cost financing for small businesses. During 2001, CDC Small Business Finance was the nation's number one SBA lender, receiving approval for more than 330 SBA loans totaling more than \$147 million. With headquarters in San Diego, the lending corporation has five offices throughout Southern California.

City of Oakland, Community and Economic Development Agency Oakland is California's most strategic location for companies whose success depends on the ability to move goods and ideas quickly and seamlessly over air, water, land or cyberspace. Oakland's port is the fourth largest in the U.S. and among the top 25 in the world. Rated by Forbes as the 10th best city to do business in the U.S., Oakland's pro-business climate has attracted hundreds of new companies and more than 10,000 new jobs over the past three years. Investment is at an all-time high with more than 60 major development projects currently underway. The **City's Community and Economic Development Agency** serves as the portal for new business and development. Oakland is consistently ranked among the top 25 cities to live by Money magazine. Our diversity, culture, world-class attractions, events and recreational amenities combine to make Oakland a great place to live, work, visit and do business.

New Jersey Redevelopment Authority (NJRA) functions as a comprehensive urban resource center that focuses on improving the quality of life by creating value in New Jersey's urban communities. The NJRA invests financial and technical resources into redevelopment projects and plans that will create a positive impact in our eligible communities. Our primary goal is to ensure that projects are urban-focused, neighborhood-based and investment-driven.

The Port of Oakland invests resources in quality facilities and services for our airport, real estate, and seaport tenants and customers, so that through their activities we create economic vitality, jobs and waterfront enjoyment for Oakland and the region while generating earnings to reinvest in our activities. The Port of Oakland occupies 19 miles of waterfront on the eastern shore of San Francisco Bay, with 665 acres devoted to maritime activities and another 3,000 acres devoted to aviation activities.

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Shorenstein Company is the premier private owner and operator of Class A office buildings in the United States, engaged in all aspects of office building investment, development, financing, leasing, construction, and management. Shorenstein seeks to generate superior risk-adjusted returns through investments in high quality office properties. We execute this strategy by combining a 75+ year history of hands-on operating and leasing expertise with a proven investment philosophy, powerful deal sourcing and transactional capacity, and capital markets sophistication. Shorenstein's established base in the Bay Area, including ownership of seven million square feet in San Francisco and over 1.5 million square feet in Oakland's City Center, gives it a dominant position in the most dynamic market in the United States.

Wells Fargo is a diversified financial services company - providing banking, insurance, wealth management and estate planning, investments, mortgage and consumer finance from more than 5,400 stores, the world's leading Internet banking site (www.wellsfargo.com) and other distribution channels across North America and elsewhere internationally. We're headquartered in San Francisco, but we're decentralized in such a way that every local Wells Fargo store is a headquarters for satisfying all our customers' financial needs and helping them succeed financially. Wells Fargo has \$308 billion in assets and 120,000 team members. We ranked fifth in assets and third in market capitalization at December 31, 2001, among our peers. Our vision is to satisfy all our customers' financial needs, help them succeed financially, and become known as one of America's great companies and the number one financial services provider in each of our markets.

Gold

The **California Technology, Trade and Commerce Agency (TTCA)** serves as the state's principal catalyst for innovation, investment and economic opportunity. The state's \$1.36 trillion economy is now the fifth largest in the world and California remains a global leader in creating new industries and jobs. TTCA assists companies with confidential site selection, permit assistance, business investment incentives, workforce training, international trade and promoting the use of new technologies in economic development. In addition, the agency offers an array of technical and financial assistance programs for small businesses.

The regional mission of the **Chattanooga Area Chamber of Commerce** is to create jobs and wealth by recruiting new businesses, helping existing businesses to expand and promoting entrepreneurship. The Chamber is the lead agency in marketing Enterprise South, a new industrial Park that has been created from a former military facility. At 940 acres, the site has been hailed by Tennessee economic development officials as one of the largest undeveloped urban sites in the nation.

CityWide Development Corporation is a private, non-profit development firm offering services that include real estate development, venture capital investment, and single-family construction through a variety of programs including its Direct Loan program, Venture Capital Fund, administration of the SBA 504 loan program and the State of Ohio's Regional 166 Loan Program. CityWide works with a number of local organizations including the City of Dayton, Montgomery County, the Downtown Dayton Partnership, the Dayton Area Chamber of Commerce and The Alliance.

Cost Plus World Market is a spirited, eclectic and wildly different retailer that turns shopping into an adventure by continually filling aisle after aisle with great finds at great prices from around the world. One store - captures the essence of World Market and its varied selection of home decor, tabletop, gift and decorative accessories, along with gourmet food and beverage. Since its opening over four decades ago, Cost Plus World Market has grown to 162 stores in 22 states. In 1996, the Company went public and trades on the NASDAQ National Market under the symbol CPWM.

Development Counsellors International (DCI) is the only firm that specializes exclusively in all phases of economic development marketing. Since 1960, we have specialized in delivering tangible marketing results for a broad range of client organizations. Our areas of expertise include Editorial Placement/Public Relations; Direct Mail/Telemarketing; Special Events; Corporate Executive/Media Audits; Sales Literature; Prospect and Site Selector Meetings; Marketing Blueprints; Themeline Development; and Tourism Development.

Economic Development Alliance for Business. The East Bay, the Bright Side of the San Francisco Bay, growth area of the Silicon Valley, is home to: the University of California, Berkeley; University of California, Hayward; Lawrence Berkeley, Lawrence Livermore and Sandia National Laboratories; 33% of the Bay Area's workforce, 2,384,000 residents and 43% of its housing potential; 35% of the nation's venture capital investments; Oakland International Airport, 14th largest cargo operation in the US; and Port of Oakland - 4th largest container port in the nation!

Forbes Forbes Magazine and Forbes.com are partnered with IEDC to created a one-of-kind on-line resource for Senior Executives/CEOs. The IEDC/Forbes InfoCenter will feature a Relocation Calculator providing them with instant access to information necessary to support expansion and relocation decisions. IEDC members are invited to participate in this important new marketing program. Members will receive co-branded print and on-line ads on Forbes.com and in Forbes magazine. Hot links from banner ads will direct prospects to sponsors' web sites on a year round, 24/7 basis. Forbes magazine will publish print advertising monthly, driving Forbes' 4.5 million worldwide readers to the site.

Georgia Tech's Economic Development Institute (EDI) helps Georgia's economy grow by assisting businesses, communities and economic developers. EDI's core business solutions are technology-driven and offer a broad range of expertise including economic development, energy and environmental management, information technology, lean enterprise, marketing and strategic planning, process productivity improvement, and quality management. EDI provides services statewide through a network of 17 regional offices, supported by campus-based skill centers and the resources of Georgia Tech's nationally-ranked academic colleges and the Georgia Tech Research Institute. These services include hands-on technical assistance, on-site training, and continuing education workshops.

The **Greater Phoenix Economic Council (GPEC)** is a public-private partnership that offers the assistance needed for evaluating, planning, and executing a move to Greater Phoenix. Supported by Maricopa County government, 15 cities and towns within the county, and more than 160 private-sector businesses, GPEC provides unparalleled site-selection assistance, customized research, location tours, and labor market analyses. For more information about GPEC and this dynamic region, visit www.gpec.org.

Shopping centers are America's marketplace, representing economic growth, environmental responsibility and community strength. Founded in 1957, the **International Council of Shopping Centers (ICSC)** is the global trade association of the shopping center industry, representing owners, developers, retailers, lenders and other professionals, as well as academics and public officials. Its nearly 39,000 U.S. members represent nearly all of the 45,000 shopping centers in the United States. To find out more about the shopping center industry, its economic impact on communities across America and about opportunities to cultivate relationships with developers and retailers visit our website at www.icsc.org or call our Government Relations Office at 703-549-7404.



Keyser Marston Associates, Inc. is one of the West's premier real estate advisory firms, providing integrated services that range from the conceptual phase to a project's opening. We are advisors in real estate, economics and redevelopment, providing comprehensive consulting services for a wide range of land uses. Selective services include economic strategies and revitalization, public/private partnerships, developer solicitations & negotiations, fiscal and economic impact, economic development, adaptive reuse, affordable housing. With offices in San Francisco, Los Angeles and San Diego, KMA has advised over 700 public and private sector clients.



Since 1986, our commitment to value-added service and measurable results has earned us the reputation as one of the nation's leading experts in public/private partnerships, real estate, economic development, planning, and land use entitlements. The **Kosmont Companies** - a certified minority business enterprise (MBE) - offer an integrated network of professionals uniquely qualified to help public and private sector clients conceptualize, structure, and implement real estate projects of all sizes and complexities. Providing clients with a single point of contact, the Kosmont Companies offer sound advice and prudent guidance from project conception to implementation. Kosmont Companies is comprised of Kosmont Partners, Kosmont Financial Services, Kosmont Realty Corporation, and CrossPoint Advisors.



KPMG LLP (KPMG) provides a wide range of accounting, tax and consulting services to a broad spectrum of clients. One of our key services to clients, Strategic Relocation and Expansion Services (SRES), is designed to help companies achieve efficiencies and cost savings in the development, expansion, consolidation, or relocation of their facilities. SRES services were expanded to serve the global relocation and expansion needs of our international clients. KPMG now also offers Economic Development Advisory Services which focuses primarily on two core economic development service areas: Strategy and Policy Services and Industry Targeting Services. KPMG is supported internationally by other member firms of KPMG International that together employ more than 103,000 professionals in 159 countries.



The **Michigan Economic Development Corporation (MEDC)**, a partnership between state and local communities, promotes smart economic growth by developing strategies and providing services to create and retain good jobs and a high quality of life.



Plants, Sites, and Parks magazine and Bizsites.com provide information and advice to consultants and corporate executives to assist in site and facility selection. Parent company Reed-Elsevier provides an extensive array of opportunities for economic developers to reach more than 4 million active subscribers world wide through print, direct mail, online and special events.



TIP STRATEGIES, INC. is an Austin-based consulting firm providing innovative solutions in economic development, economic analysis, strategic planning, technology-led development, and marketing and promotion. The firm has recently managed successful projects in the Chicago-Milwaukee corridor; Richmond, Virginia; the Dallas-Fort Worth Metroplex; the greater Austin area; and other communities and regions across the country. TIP has the tools, experience, and commitment to help you identify, build support for, and implement high-impact projects.



Yonkers is Westchester County's largest municipality. The fourth largest city in New York State in number of residents, it covers an area of 18.3 square miles including more than four miles of waterfront along the majestic Hudson River. Less than a half hour from Midtown Manhattan, Yonkers is blessed with numerous distinctive residential neighborhoods. Yonkers is known for its diverse, highly skilled labor force, splendid public resources and gardens, stately historic sites and public buildings, more than 100 parks and playgrounds, elementary and higher-educational facilities, transportation and highway networks, and an array of shopping centers and retail facilities that form a core part of the city's economy. All these elements are manifestations of Yonkers' underlying strength as a flourishing business, commercial, and manufacturing center.



Silver

Aegis Realty Partners is a diversified real estate company headquartered in the Jack London Square (Oakland, CA). Aegis has two distinct, independent business units. The Commercial Brokerage provides comprehensive real estate services to local and national companies with East Bay real estate interests including tenant representation and financial consulting services concerning a lease or purchase of commercial property. The Investment & Development Group owns, develops and operates properties also in East Bay. Recent projects include a high rise rehabilitation in downtown Oakland, the conversion of a 2.5 acre industrial property to office/warehouse and the acquisition of an office complex in Jack London Square.



Recognized as the nation's fastest-growing large city, the **City of Henderson, Nevada** has become a leading location for new commercial and industrial development. With nearly 5,000-7,000 new residents relocating to the Las Vegas Valley on a monthly basis, the area continues to provide outstanding labor availability and long-term expansion potential for companies considering new relocation or expansion projects. The City of Henderson Economic Development Division is available to assist in all aspects of the location analysis process to facilitate development of new facilities and to attract new business to the community.



Economic Development Research Group is a national leader in developing and applying state-of-the-art tools and techniques for evaluating economic performance, assessing opportunities and forecasting impacts. These include impacts of transportation, energy, public programs and private investment strategies, and identification of strategic growth targets. EDR Group works with local, regional and state agencies in both rural and urban settings around the US. As a public service, it also maintains the web's largest library of articles on economic impact and evaluation.



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Hamilton, Rabinovitz & Alschuler (HR&A) has maintained a national consulting practice for the past 25 years. The firm provides realistic answers to complex real estate, economic development, and strategic planning problems. HR&A excels where the task involves the interface between the public and private sectors. Redevelopment strategies are implementation-oriented to provide maximum utility.

Hammer Siler George Associates (HSGA) is an economic development, technology, research and real estate consulting firm. Since its founding in 1954, the firm has provided market analysis, financial analysis, fiscal impact and project implementation services to a wide range of clients. Our services are applied in various combinations to help package real estate projects that optimize private profitability and public benefit. These same services provide a foundation for assisting clients in putting into place long-term strategies to meet their basic business and economic development objectives.

Bronze

about Publishing creates newspapers for Economic Development Departments and Tourism Bureaus across the country. The newspaper serves as a major marketing tool in promoting the region either for economic purposed or tourism and conventions. About Publishing provides a turnkey performance - from design and editorial to advertising sales, printing, and distribution. Company executives have had twenty years experience in the publishing, economic development and tourism activities.

The **Association of Bay Area Governments (ABAG)** is the regional planning agency for the nine counties and 101 cities and towns, of the San Francisco Bay region. ABAG's mission is to strengthen cooperation and coordination among local governments and provide innovative and cost effective solutions to local government issues. The Bay Area is defined as the nine counties of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma. All nine counties and 100 of the 101 cities and towns within the Bay Area are voluntary members of ABAG, representing nearly all the region's population.

Enterprise Maine is a family of community-based non-profit organizations and for-profit subsidiaries dedicated to creating economic opportunity and enhancing the quality of life in rural western Maine. Enterprise Maine includes: the Growth Council of Oxford Hills, a public/private economic development partnership involved in business retention, expansion and attraction, workforce development, infrastructure improvements and downtown revitalization; Western Maine Development, a regional community development corporation focused on real estate development; Western Maine Finance, a community development financial institution; and, Maine Discoveries(r), a multi-channel retailer of The Best of Made in Maine™. Visit us at www.EnterpriseMaine.com

The **Federal Home Loan Bank of San Francisco** is a privately owned, federally chartered corporation. The Bank delivers low-cost funding and other services that help member financial institutions make home mortgages to people of all income levels and provide credit that builds neighborhoods and communities. Members include commercial banks, savings institutions, credit unions, and thrift and loan companies headquartered in Arizona, California and Nevada. The Bank also funds community investment programs to create affordable housing, promote community economic development, and foster partnerships among lenders, housing developers, community organizations, and government agencies.

Fitch Ratings is committed to providing the most forward thinking and transparent research and ratings. In servicing the capital markets, Fitch has a presence in more than 75 countries with 40 offices worldwide. Growing rapidly, Fitch now rates more than 1,600 banks, 70 sovereigns, 1,100 corporates and maintains surveillance on 3,300 structured financings and 26,000 municipal bond ratings in the U.S. tax-exempt market. Fitch also rates over 800 insurance companies. With a combined analytic and professional staff of more than 1,200, many of whom possess over 10 years of specialized industry experience, Fitch exceeds expectations.

Joan Jorgenson Consulting is a leader in executive search consulting for cities, counties, chambers of commerce, and public/private partnerships. Ms. Jorgenson's firm was started as part of the oldest and largest site location and economic development consulting firm, Fantus Consulting. Ms. Jorgenson currently serves on the Board of the International Economic Development Council and is a former board member of the Southern Economic Development Council and the Maryland Industrial Development Council.

Founded in 1962, the University of Oklahoma's **Economic Development Institute (EDI)** is the world's economic development "teacher." We provide professional economic developers with the up-to-date knowledge and tools necessary to succeed in today's competitive marketplace. The EDI experience immediately impacts your professional career. Innovative economic development organizations want solid, well-grounded professionals. EDI provides the education you need to build your career in this exciting field. Due to the comprehensive and practical design of our courses, EDI professionals immediately apply their education on the job. To achieve the proper educational experience and instructional insight for participants, EDI draws its instructors from the ranks of today's leading economic development practitioners and educators across the country. EDI is accredited by the International Economic Development Council (IEDC) and is the only multi-year, professional level program of its type in the United States. More than 2,700 economic development professionals have graduated from EDI with 600 new enrollments annually.

The **Pittsburgh Regional Alliance (PRA)** is creating the momentum to attract, build, and nurture businesses and the talented people who drive them. As part of the "strategic alliance," which includes the Greater Pittsburgh Chamber of Commerce, the Allegheny Conference on Community Development, and the Pennsylvania Economy League Western Division, the PRA share a vision of the region as a "product" in a global marketplace. We want "consumers" to "buy" the product by choosing to invest, work, live and visit the region. Our specific mission is to generate and assist "customers" of the regional product by utilizing the services and resources of other organizations and, where necessary, providing the services directly.

Awards

If you're involved in a site selection project for your company, a free subscription to **Business Facilities** magazine and frequent visits to FacilityCity.com - Business Facilities' Web portal - can help. Both our magazine and Web site offer information on financial incentives for expanding companies, advice from experts in relocation and expansion, case studies of successful projects, the latest economic news from around the world, and the ability to request information on any location world-wide with no cost or obligation to you.

Economic Research Associates (ERA) is an independent economics consulting firm specializing in economic development, real estate advisory services, and recreation and tourism program and project analyses. The firm provides highly focused specific advice to private and public clients through its six national and international offices. ERA is owned and managed by its principal consultants.

membership

The International Economic Development Council (IEDC) represents economic developers around the world. IEDC provides the profession with...

ONE SOURCE for knowledge, information and professional development

ONE VOICE for the economic development profession

ONE FORCE of economic development professionals

IEDC is dedicated to enhancing the professional capabilities of our members and assisting economic development professionals in rural, suburban and urban areas to create, attract and retain jobs and investments in their communities.

In doing so, we offer a wide range of benefits and services to our members and the economic development profession.

Member Benefits

- **IEDC's Annual Conference** – the only event of its kind bringing together economic developers from around the world
- **Technical Conferences** providing the latest tools and techniques for dealing with today's and tomorrow's critical issues
- **Professional Training** to enhance your skills and your career advancement
- **Certification Program** that recognizes current and future leaders in economic development
- **Legislation** tracking and policy development
- **Expanded Networks** and alliances among economic development professionals
- **Informative** and up to the minute communications and publications
- **Advisory Services** to help you and your community through tough economic development challenges

Our members work on the forefront of development. Through IEDC, they get personal and professional resources, they get ahead – and get things done.

IEDC is the key to your career and professional advancement and community development. For additional information please, contact the Membership Department at 202-223-7800, or visit us online at www.iedconline.org.

Join IEDC now and save 10% on the basic Annual Conference registration fee. See the Membership Fees section on the registration form (page 23) for more information.

PUBLIC AGENCY

Population

Population	Yearly Dues
Under 100,000	\$325
100,000-199,999	\$435
200,000-499,999	\$765
Over 500,000	\$995

Number of Members

1
2
3
4

UTILITY

ED Budget

ED Budget	Yearly Dues
Under \$250,000	\$325
\$250,000-\$750,000	\$435
\$750,000-\$1,250,000	\$765
Over \$1,250,000	\$995

Number of Members

1
2
3
4

NON-PROFIT

Operating Budget

Operating Budget	Yearly Dues
Under \$250,000	\$325
\$250,000-\$750,000	\$435
\$750,000-\$1,250,000	\$765
Over \$1,250,000	\$995

Number of Members

1
2
3
4

CONSULTANTS

Type

Type	Yearly Dues
Sole Practitioner	\$325
ED Billings under \$1 million	\$765
ED Billings over \$1 million	\$995

Number of Members

1
2
3
4

INSTITUTIONS

Type

Type	Yearly Dues
Universities/Libraries	\$325

Number of Members

1

PRIVATE

Type

Type	Yearly Dues
Corporate Development Partners	\$995

Number of Members

4

FOREIGN MEMBERS

Yearly Dues

\$435

Number of Members

1

OTHER

Student

Yearly Dues
\$50

Number of Members
1

Student must provide proof of full time enrollment

Retired/In between jobs \$95

1

Additional Member** \$135

1

** Organization must already be an IEDC member.



IEDC calendar of events

IEDC sponsors an annual conference and a series of technical conferences each year to bring economic development professionals together to network with their peers and learn about the latest tools and trends from public and private experts. IEDC also provides training courses throughout the year for professional development, a core value of the IEDC. It is essential for enhancing your leadership skills, advancing your career, and, most importantly, plays an invaluable role in furthering your efforts in your community.

For more information about these upcoming conferences and professional development training courses, please visit our website at www.iedconline.org.

Economic Development Finance I

July 15 – 17, 2002
Dallas, TX

Brownfields Redevelopment Workshop

July 29 – 30, 2002
Reno, NV

Business Retention and Expansion

August 5 – 6, 2002
Cleveland, OH

Brownfields Redevelopment Workshop

August 6 – 7, 2002
Hartford, CT

Real Estate Development and Reuse

August 8 – 9, 2002
Atlanta, GA

Brownfields Redevelopment Workshop

August 13 – 14, 2002
Indianapolis, IN

Economic Development Planning

September 19 – 20, 2002
Oakland, CA

Technology-Led Economic Development

October 7 – 8, 2002
Baltimore, MD

Economic Development Marketing & Attraction

October 24 – 25, 2002
Atlanta, GA

Real Estate Development and Reuse

November 18 – 19, 2002
Dallas, TX

Business Retention & Expansion

December 11 – 12, 2002
Atlanta, GA

If You Build It, Will They Come? Sports, Conference Centers & Convention Facilities

January 22 – 25, 2003
Tempe, AZ

IEDC Annual Leadership Summit

January 22 – 25, 2003
Phoenix, AZ

CEcD Exam

January 25 – 26, 2003
Phoenix, AZ

Managing Economic Development Organizations

January 27 – 28, 2003
Tempe, AZ

Real Estate Development and Reuse

February 11 – 12, 2003
Columbus, OH

Economic Development Finance II

March 3 – 4, 2003
Arlington, VA

2003 Economic Development Summit

March 5 – 7, 2003
Arlington, VA

CEcD Exam

March 8 – 9, 2003
Arlington, VA

Economic Development Marketing & Attraction

June 2 – 3, 2003
Montreal, Quebec
Canada

IEDC International Economic Development Congress

June 3 – 6, 2003
Montreal, Quebec
Canada

CEcD Exam

September 13 – 14, 2003
Cincinnati, OH

IEDC 2003 Annual Conference

September 14 – 17, 2003
Cincinnati, OH

CEcD Exam

September 18 – 19, 2004
St. Louis, MO

IEDC 2004 Annual Conference

September 19 – 22, 2004
St. Louis, MO

economic development calendar of events

The following events are recognized by the IEDC as professional development opportunities. Provided by 18 universities and one state agency, the Basic Economic Development Course (BEDC) provides a solid foundation for entry-level economic development practitioners and volunteers. Completion of the BEDC is required for enrollment in EDI. University of Oklahoma's Economic Development Institute (EDI) has provided advanced-level training to more than 2,000 economic development professionals over the last 35 years. It consists of 3 one-week sessions that can be taken at multiple locations.

For more information about these courses, please visit the IEDC website at www.iedconline.org.

Upper Midwest Economic Development Course (BEDC)

July 14 – 19, 2002
Duluth, MN

Kentucky Institute for Economic Development (BEDC)

August 18 – 23, 2002
Lexington, KY

New England Economic Development Course (BEDC)

September 8 – 13, 2002
Portland, ME

The New South Economic Development Course at the University of Southern Mississippi (BEDC)

September 2002
Hattiesburg, MS

Basic Economic Development Course in Illinois (BEDC)

September 11 – 12, 2002 (Part 1)
October 9 – 10, 2002 (Part 2)
Edwardsville, IL

Basic Economic Development Course in Illinois (BEDC)

October 2 – 3, 2002 (Part 1)
October 16 – 17, 2002 (Part 2)
Naperville, IL

Economic Development Institute (EDI)

October 27 – Nov. 1, 2002
Indianapolis, IN

Basic Economic Development Course in Texas (BEDC)

November 4 – 8, 2002
San Antonio, TX

Northwest Basic Economic Development Course (BEDC)

November 3 – 8, 2002
Ellensburg, WA

University of South Florida Economic Development Course (BEDC)

November 3 – 8, 2002
Tampa, FL

Basic Economic Development Course in Pennsylvania (BEDC)

December 8 – 13, 2002
Middletown, PA

Economic Development Institute (EDI)

March 23 – 28, 2003
Oklahoma City, OK



professional development training course

Economic Development Planning

Oakland, California
September 19-20, 2002

Successful economic development organizations base their actions and strategies on well-thought-out strategic plans. Strategic planning is the process of assessing the local economic conditions, climate and culture and then applying the appropriate approaches to foster successful new development and growth. Whether urban or rural, every community should be driven by the principles and practices taught in "Economic Development Planning".

This two-day course is packed with the essentials for designing a proper strategic plan, including establishing a mission statement, setting goals and formulating strategies. Additionally, the concept of SWOT (Strength, Weakness, Opportunity & Threat) analysis is taught to provide attendees with the tools they need to successfully assess the local economic base. The course also examines the various research tech-

niques used in strategic planning such as location quotient, shift share analysis and specialization ratios. Attendees will also learn about the important role of planners in any strategic planning process. Instructors use real world examples and innovative case studies to show how successful strategic planning can focus the resources and efforts of any size economic development organization.

Speakers

Don Iannone
President
Donald T. Iannone & Associates
dtia@don-iannone.com

Leslie Sayoko Parks
Strategic Partner
Chabin Concepts, Inc.
lparks2000@earthlink.net

Audrey Taylor
President
Chabin Concepts, Inc.
habininc@aol.com

For a complete agenda and speaker biographies, visit the IEDC website at <http://www.iedconline.org>, and click on Professional Development.

Registration Fees

	By 8/19	8/20-9/11	After 9/11
			<i>*onsite only</i>
IEDC Members	<input type="checkbox"/> \$345	<input type="checkbox"/> \$425	<input type="checkbox"/> \$475
Non-Members	<input type="checkbox"/> \$425	<input type="checkbox"/> \$495	<input type="checkbox"/> \$545

Accommodations

Oakland Marriott City Center
1001 Broadway, Oakland, California
Phone: (510) 451-4000
Fax: (510) 835-3466

Rate: \$142 single/double before August 21, 2002 or when block becomes full.

CEcD certification

IEDC CEcD Certification Examination – NEW!!

September 21-22, 2002
Oakland, California

IEDC will offer the first CEcD certification examination on September 21-22, 2002 at the annual conference in Oakland. This new exam represents the combination of the former CED and EcD certification processes. The CEcD exam is open to those who qualify under the new certification exam qualifications. To take the CEcD exam, please check the certification web page at www.iedconline.org for requirements and application process information. All completed applications must be submitted to IEDC by July 19, 2002 at 5:00pm for the September examination. Applications for the new exam are now available

from IEDC and can be downloaded from the IEDC website. Potential candidates can also contact the certification staff at 202.223.7800.

If you are certified through IEDC, we welcome your assistance as a grader for the CEcD exam in September. If you are interested in grading and will be in Oakland on September 21-22, please contact Sheri Tuffour at stuffour@iedconline.org to sign up as a grader. Grading is a recognized re-certification activity.

**Learn about IEDC's CEcD Certification process at the CEcD Q & A Session, Tuesday, September 24, 7:15 – 8:15 a.m. Attendance at the training course or annual conference contributes toward recertification.*



TOOLS TO REVITALIZE CALIFORNIA COMMUNITIES

September 25, 2002 ■ Oakland, CA ■ 8:30 am – 4:30 pm

The California Debt and Investment Advisory Commission (CDIAC) of the State Treasurer's Office and IEDC are co-hosting a special one-day program designed to provide California government officials with tools that would assist them with community development and economic growth. The impetus for the program is based on statistics regarding California's continued infrastructure deterioration.

California communities must address infrastructure demands in order to support more than 5 million new forecast jobs over the next 20 years, more than 12 million new residents. This new educational series offered by CDIAC will assist local communities in undertaking infrastructure improvements by helping them to utilize tools offered by the State of California.

The program will include panel-style presentations focusing on information on loans, grants, and programs offered through state debt authorities for specific purposes including affordable housing, industrial development facilities, health facilities, pollution control facilities, brownfields remediation and redevelopment, community planning, and small business financing. It will also feature presentations from institutionally sponsored private equity and real estate investment firms that target investment opportunities in underserved markets across the country. These investment professionals will provide a broad perspective on accessing private capital and will discuss the criteria they use in evaluating deals in their targeted areas. The tools presented are targeted to communities that have the greatest demand for community re-building. The program is designed for government officials, economic development practitioners and finance staff.

For more information regarding the State of California financing tools for community revitalization programs, please feel free to contact Lisa M. Harris, Executive Director of CDIAC, at 916-653-3269 or via email at lharris@treasurer.ca.gov or see the CDIAC web site at www.Treasurer.ca.gov/CDIAC. The CDIAC website also has available a list of speakers and session descriptions for this seminar.

WELCOME AND INTRODUCTION

8:30 – 8:45 am

Lisa M. Harris, Executive Director of the California Debt and Investment Advisory Commission (CDIAC)

MORNING SESSIONS: Economic Development Programs Available to Local Communities

8:45 – 9:45 am

I. Concurrent Sessions:

- **Session One:** Business and Job Creation – Bond Financing Programs
- **Session Two:** Creating Affordable Health Care
- **Session Three:** California Affordable Housing Programs

BREAK

9:45 – 10:00 am

10:00 – 11:00 am

II. Concurrent Sessions:

- **Session One:** Business and Job Creation – Loan Programs
- **Session Two:** Technical Assistance Programs for Brownfield Sites

11:10 am – 12:10 pm

III. Concurrent Sessions:

- **Session One:** Private Equity Investment Programs: Targeting Underserved Markets
- **Session Two:** Urban Real Estate Development and Financing Programs

LUNCHEON

12:15 – 1:30 pm

- **Tools in Action:**
City of Oakland's Experience

Speaker: Robert C. Bobb, City Manager of Oakland

MEET THE PROS

AFTERNOON SESSIONS: Bridging the Gap: Roundtable Discussions

1:30 – 2:50 pm

IV. Concurrent Roundtables Track A

1. **Start-Up and Growth Capital:**
What Opportunities Are Most Attractive to Venture Capitalist
2. **Corporate Partnering:** Putting Medium and Large Companies Together with Private Equity Investment Firms
3. **Community Development Loans**
for Small Businesses
4. **Housing and Urban Real Estate**

BREAK

2:50 – 3:00pm

MEET THE PROS

AFTERNOON SESSIONS: Bridging the Gap: Roundtable Discussions

3:00 – 4:20 pm

V. Concurrent Roundtables Track B

1. **Business and Job Creation**
2. **Creating Affordable Health Care**
3. **Brownfield Development**
4. **Federal Sources** of Capital for Business Development

RECEPTION

4:30 pm

REGISTRATION FORM

To register for the program, please complete this form and return it to the California Debt and Investment Advisory Commission at the address below. One form is required for each participant. Payment of registration must be enclosed. Please submit registration by the cutoff date of August 30, 2002. Make checks payable to: California Debt and Investment Advisory Commission for the amount indicated below.

Please note, registration and payment for this program is separate from any registration submitted to the International Economic Development Council for its conference.

STEP 1 – SELECT ONE REGISTRATION TYPE:

☐ Yes, I would like to only attend the program on “Tools to Revitalize California Communities,” on September 25, 2002 (included luncheon and reception). Enclosed is a check for \$125.

OR

☐ Yes, in addition to the International Economic Development Council Conference, I would like to attend the all day session on “Tools to Revitalize California Communities,” September 25, 2002 (includes luncheon and reception). Enclosed is a check for \$75.

STEP 2 – SELECT THE ROUNDTABLE SESSIONS YOU WOULD LIKE TO ATTEND (limit two per track)

Track A: 1:30 – 2:50 pm (select two)

- ☐ Start-Up and Growth Capital: What Opportunities are Most Attractive to Venture Capitalists
- ☐ Corporate Partnering: Putting Medium and Large Companies Together with Private Equity Investment Firms
- ☐ Community Development Loans for Small Business
- ☐ Housing and Urban Real Estate

Track B: 3:00 – 4:20 pm (select two)

- ☐ Business and Job Creation
- ☐ Creating Affordable Health Care
- ☐ Brownfield Redevelopment
- ☐ Federal Sources of Capital for Business Development

STEP 3 – PLEASE PRINT OR TYPE REGISTRANT INFORMATION

Name: _____ Title: _____

Agency: _____ E-mail Address: _____

Street: _____ City/State/Zip: _____

Telephone: _____ Fax: _____

Please mail your registration forms and checks to:

California Debt and Investment Advisory Commission
915 Capitol Mall, Room 400
Sacramento, CA 95814
Attn: Tools to Revitalize California Communities

exhibit hall

featuring the IEDC Resource Center

EXHIBIT HALL

Exhibiting during the IEDC Annual Conference provides organizations with the ability to display products and services to approximately 1,000 of the leading economic development professionals as well as consultants, representatives from federal, state, and local agencies.

Exhibits receive great benefits!

- Direct access to conference attendees during receptions, breaks, and between sessions
- Complimentary exhibit only registration
- Full conference registration discounts
- Recognition in the conference program

Good booth locations are still available. The next booth assignments will be made on July 12. For copy of the floor plan, more information, and application, visit www.iedconline.org or contact Pam Goodell at 202/942-9488 or pgoodell@iedconline.org.

Also featured in the Exhibit Hall will be the IEDC Resource Center.

The IEDC Resource Center will serve as the central, one-stop location for your needs during the conference. Some of the services provided:

- Find out more about IEDC services
- Meet the IEDC Board of Directors
- Job and Resume Binder Display
- Information about state associations
- Hand outs from presentations (as available)
- Discussions with conference speakers

EXHIBIT HALL SCHEDULE*

Saturday, September 21

1:00 – 8:00 p.m.
Exhibit Hall Set Up

Sunday, September 22

8:00 a.m. – 6:00 p.m.
Registration
Exhibit Hall

2:00 – 4:00 p.m.
Special Welcome Event

Monday, September 23

7:00 a.m. – 6:00 p.m.

Registration
Exhibit Hall

7:30 – 8:30 a.m.

Attendees Networking Continental
Breakfast
Exhibit Hall

10:15 – 10:30 a.m.

Break – Refreshments available in exhibit hall

3:45 – 4:15 p.m.

Break – Refreshments available in exhibit hall

Tuesday, September 24

7:00 a.m. – 6:00 p.m.

Registration
Exhibit Hall

7:30 – 8:30 a.m.

Attendees Networking Continental
Breakfast
Exhibit Hall

10:30 – 10:45 a.m.

Break

3:45 – 4:15 p.m.

Break – Coffee/Soda available in exhibit hall

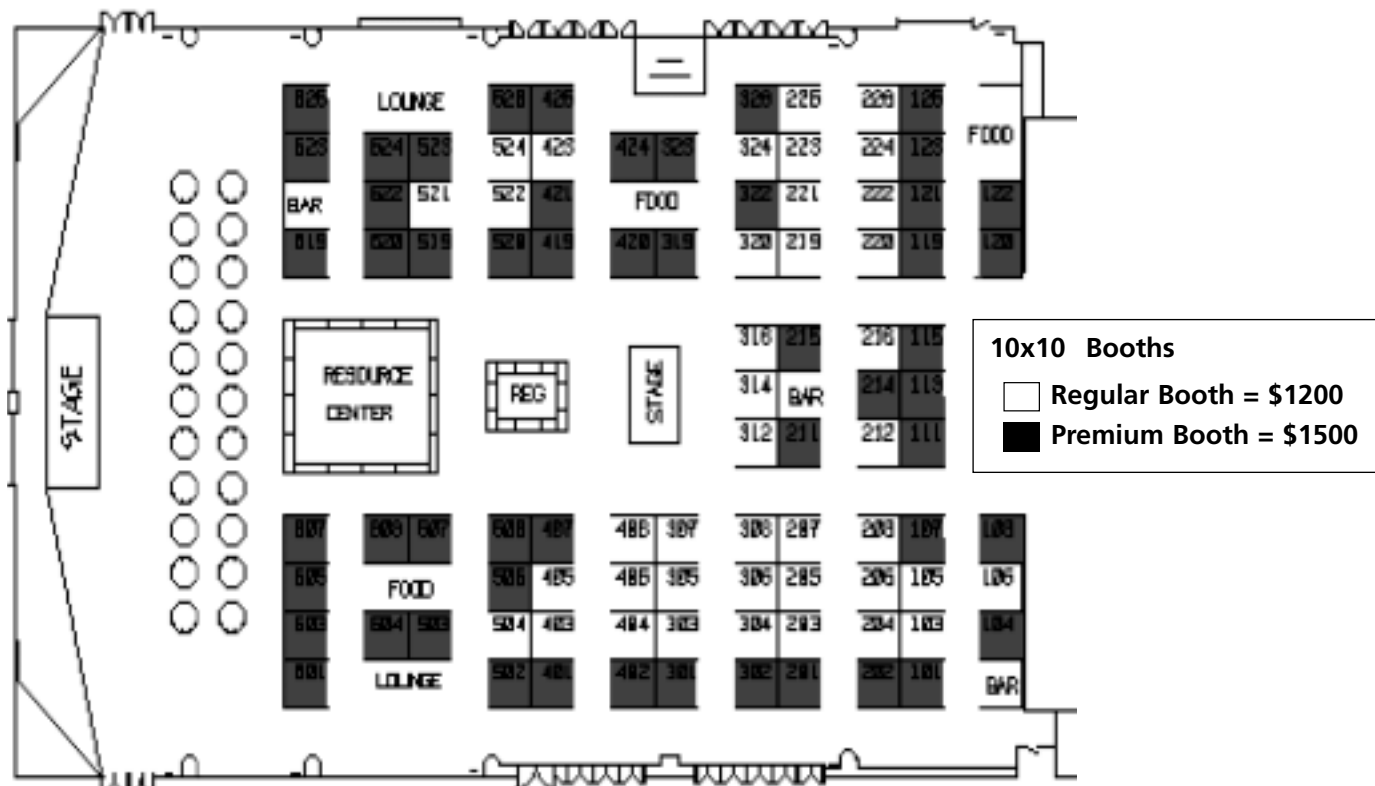
6:15 – 8:15 p.m.

Awards Presentation and Reception

**Subject to change*

EXHIBIT HALL FLOOR PLAN

(Visit www.iedconline.org for a list of current exhibitors.)



Please complete and return to IEDC:



Online: www.iedconline.org/AnnualConference/home.html

Fax: 202/638-5451

Mail: 734 15th St., NW, Ste. 900, Washington, DC 20005

Please check all applicable boxes and enter subtotals and total fees where indicated.

Conference Fees*

Member: ☐ IEDC ☐ CALED

(Both members of IEDC and CALED are eligible for the member rate at the IEDC Annual Conference in Oakland.)

Non-Member

*Includes Sunday and Tuesday receptions, Monday lunch, sessions and conference materials.

Guest Registration**

Name of Guest _____

**Includes Sunday and Tuesday receptions, Monday lunch, but no sessions or conference materials.

By 8/2/02

After 8/2/02

☐ \$595

☐ \$745

☐ \$695

☐ \$845

☐ \$150

☐ \$200

Conference Registration Fees Subtotal \$ _____

Pre-Conference Workshop Fees* (Workshops are concurrent, sign up for one only.)

Results Oriented Responses to Site Location RFP's (Sept 22)

☐ \$ 60

☐ \$ 75

Arts, Culture & Community Economic Development (Sept 22)

☐ \$ 45

☐ \$ 65

*Only attendees registered for the Annual Conference can register for the Pre-Conference Workshops.

Pre-Conference Workshop Fees Subtotal \$ _____

Educational Tour and Special Event Fees* Please check event times, some events are conflicting.

Golf (Sept 21)

By 8/2/02

After 8/2/02

of Tickets

Total Per Event

☐ \$ 75

☐ \$100

\$ _____

Baseball (Sept 21) (limited availability)

☐ \$ 35

☐ \$ 55

\$ _____

Napa Valley (Sept 22)

☐ \$ 60

☐ \$ 80

\$ _____

Emeryville & Berkeley Tour (Sept 22)

☐ \$ 50

☐ \$ 70

\$ _____

Downtown/Waterfront Tour (Sept 23)

☐ \$ 35

☐ \$ 55

\$ _____

Recognition Dinner (Sept 23)

☐ \$100

☐ \$100

\$ _____

Bay Dinner Cruise (Sept 23) (limited availability)

☐ \$ 85

☐ \$140

\$ _____

Defining Issue Lunch (Sept 24)

☐ \$ 35

☐ \$ 55

\$ _____

Oakland's Neighborhoods Tour (Sept 24)

☐ \$ 35

☐ \$ 55

\$ _____

*Attendees registered for the conference and their guests, registered or not, are eligible to register for the tours and events.

Education Tours & Special Events Fees Subtotal \$ _____

IEDC Professional Development Training Course Fees

Economic Development Planning (09/19-09/20)

By 8/19

8/20-9/11

After 9/11 – onsite only

Member

☐ \$345

☐ \$425

☐ \$475

Non-Member

☐ \$425

☐ \$495

☐ \$545

Training Course Fees Subtotal \$ _____

Membership Fees*

☐ YES, I want to join IEDC and save 10% on the basic Annual registration fee. Please see membership dues structure on page 17.

Membership Fees Subtotal \$ _____

Total \$ _____

Payment Information*

☐ Check ☐ PO (must send copy of PO)

☐ VISA ☐ MasterCard ☐ AmEx

Account # (or purchase order #) _____

Expiration Date _____

Name on Card (Please Print) _____

Signature _____

*Full payment must accompany all registration forms. Make checks payable to IEDC.

Registrant Information

Please type or print clearly.

Name _____

Designation: ☐ CECD ☐ CED ☐ EcD

First Name for Badge _____

Organization _____

Mailing Address _____

City/State _____

Postal Code/Country _____

Phone _____

Fax _____

Email _____

☐ Please indicate any disability or need that will require special assistance and attach necessary information _____

Payment Policy

To qualify for early registration rates, both a completed registration form and full payment must be received prior to the cut-off date. Payments not received by this date will be charged the regular registration fee. Conference attendees with a balance due will be required to remit payment before being admitted to the conference, with the exception of those attendees paying by government purchase order.

Cancellation/Refund Policy

All cancellations must be received in writing. All cancellations received 10 days prior to the event start date will be refunded or credited for a future IEDC event, less a \$60 administrative fee. Within 10 days, no refunds will be issued. Any registered attendee who does not submit a cancellation and does not attend the conference is required to pay their balances in full.

For complete information about IEDC's payment, cancellation and refund policies, visit our website at www.iedconline.org.



Who Should Attend the IEDC Annual Conference?

Economic
Developers

Local Elected
Officials

International
Trade
Professionals

Real Estate
Developers

Planners

Financiers

Architects and
Engineers

Academics and Education
Representatives

Chamber of
Commerce
Leaders

Employment
and Training
Specialists

Consultants

Utility Executives

Business Leaders

International Economic
Development Council
734 15th St., NW, Ste. 900
Washington, DC 20005
www.iedconline.org

Change Service Requested

innovation • investment • initiatives

Marriott City Center • **Oakland, California** • September 22-25, 2002



Make reservations early!

See inside for more details.



INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL
ANNUAL CONFERENCE